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TELEX COPY → MR BB BROOKS

To : Mr G C Adkins, Legal 2nd September, 1983

From : H Gaisch cc Mr B B Brooks
Mr J Gibson

Subject : BARCLAY Meeting in Finland

Dear Carl,

Tuesday 30th : Meeting in Helsinki at the offices of Amer Yhtymae with Ms. Leppanen (VTT), Drs. Koskela and Vertioe (Medical Board), Mr. Kulp (Rettig = RJR), Ms. Byckling and Mr. Rosimo (Amer Tupakka), Messrs. Valanko and Groenlund (Philip Morris) and Mr. Salminen (part time, Amer Yhtimae).

Detailed presentation of all relevant material by me, and we found sympathy for our views. However, Prof. Gori had previously indicated that, although BARCLAY was probably really a 7 mg tar cigarette when smoked by humans, other low delivery cigarettes had also higher yields to smokers than was printed on their packs. Prof. Gori had added candidly that other low delivery cigarettes were perhaps not as cleverly constructed as BARCLAY. However, if BARCLAY drew smokers into the low delivery segment, this could only be in the interest of both the smokers and of the Medical Board. In any case, BARCLAY and its claims was covered by the tobacco law, the corresponding decree and the international testing standards (ISO, CORESTA). So why bother.

So I got the feeling that whilst we found sympathy - the motivation to act was not overwhelming.

Another observation : Dr. Koskela said to me after the Meeting that for the first time they had seen 11 professors from abroad in Finland, who were all specialists on smoking, and that they, the members of the Medical Board, as well as the other university professors from Finland who had been invited, were not only extremely impressed but felt also grateful for this.

Later today we shall know whether or not BARCLAY has been launched, - but it would be a miracle, if Suomen Tupakka/BAT had been forced to reverse their decision.

Kind regards and best wishes,

Helmut Gaisch

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